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January 12, 2009

Ex Parte

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, S.W.
Washington, D.C. 20554

Re: MB Docket No. 07-148: DTV Consumer Education Initiative

Dear Ms. Dortch:

Comcast Corporation ("Comcast") transmits herewith its quarterly report as a DTV.gov Transition Partner describing Comcast's DTV consumer education outreach efforts. This report is submitted pursuant to the Commission's Report and Order, released March 3, 2008, in the above-captioned proceeding.

Please do not hesitate to contact me if you have any questions about this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Mary McManus', written in a cursive style.

Mary McManus

Cc: Cathy Seidel, Bureau Chief, Consumer and Governmental Affairs Bureau
Pam Slipakoff, Chief of Staff, Consumer and Governmental Affairs Bureau



DTV Outreach Efforts
October 2008 – December 2008

Comcast representatives participated in the following FCC-hosted town hall events:

- Howard County, MD
- Northern CA
- Philadelphia, PA
- Portland, OR
- Richmond, VA

Comcast representatives participated in the following area DTV panels, community events and local elected officials' forums to distribute DTV materials:

- Albuquerque, NM
- Alexandria, VA
- Arlington, VA
- Atlanta, GA
- Baldwin, Brentwood, Whitehall, Western PA
- Charleston, SC
- Chesterfield County, VA
- Chicago, IL
- Colorado Springs, CO
- Denver, CO
- Jacksonville, FL
- Lancaster, PA
- Leesburg, VA
- Loch Haven, PA
- Manchester, NH
- Miami, FL
- Montclair, NJ
- Northern CA
- Ocean City, NJ
- Philadelphia, PA
- Pittsburgh, PA
- Porter County, IN
- Portland, OR
- Savannah, GA
- Springfield, IL
- Tucson, AZ
- Verona Township, NJ
- Washington, DC

Senior Center Outreach took place in the following areas:

- Allegheny, Berks, Dauphin, Westmoreland and York Counties, PA
- Baltimore, MD
- Boston, MA
- Central NJ Senior Services
- East Brunswick, NJ
- Ft Myer, FL
- Manchester, NH
- Northern CA
- Pittsburgh, PA
- Sarasota, FL
- Shenandoah Valley, VA
- Washington, DC
- Waterbury, CT

Created and distributed a website link, including all FCC and other Federal agency DTV information, to the following Congressional offices for Member websites:

Seven (7) Congressional Asian Pacific American Caucus members
Forty-seven (47) Congressional Black Caucus members
Twenty-seven (27) Congressional Hispanic Caucus members

Produced and televised a local five-minute Comcast Newsmakers news interview segments on the Digital Transition. These segments aired in the following markets:

- Potomac – DC, MD, VA DMA
- Richmond, VA DMA
- Salisbury, MD DMA
- Washington, DC DMA

Produced and televised local DTV PSAs in the following markets:

- Detroit, MI featuring National Urban League, Latino Family Services, Asian Pacific Chamber of Commerce
- Ogden, UT featuring President of Centro de la Familia de Utah
- Portland, OR featuring FCC Commissioner Adelstein
- Sacramento, CA featuring Congresswoman Doris Matsui
- Salt Lake City, UT featuring U.S. Senator Bennett and U.S. Representative Bishop

National Media Relations Outreach

- Launched "Get Ready initiative" to encourage consumers to take action. Numerous consumer pieces were reported throughout the country.
- Provided Comcast spokesperson to give consumer overview of all existing DTV solutions for national broadcast media including the nationally syndicated Jim Bohannon Show and Fox News.

- Developed camera-ready DTV consumer solution stories for placement in community newspapers across the country.

Local Media Relations Outreach

Placed stories in the local media on the transition in the following areas:

Chicago, IL
 Detroit, MI
 Jacksonville, FL
 Miami, FL

National Public Service Announcements

Comcast airs its own DTV education spots on Comcast systems nationwide

- From January 2008 through November 2008, Comcast has aired over 5.1 million spots (total approximate value: over \$59 million)

Comcast airs NCTA DTV Education PSAs on Comcast systems nationwide

- From December 2007 through December 2008, Comcast has aired 1.6 million PSAs (total approximate value: \$17 M).

Transition “Test” sites in partnership with local broadcasters in 53 markets in the following States:

- Arizona
- California
- Connecticut
- Colorado
- Connecticut
- District of Columbia
- Florida
- Illinois
- Indiana
- New Mexico
- Utah
- Pennsylvania
- Virginia
- Washington

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